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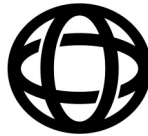
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UTAH-EUROPE DAYS

**2013**

MAY 8TH AND 9TH

**Program**





## Wednesday, May 8, 2013

### 8:30 am - What Utah companies need to know about Technological

#### 10:30 am Innovation and Product Adaptation in Europe

The dynamic European markets have experienced constant changes in recent years. Are U.S. companies left behind? What are the critical success factors? The issues associated with localization will be discussed and analyzed. Steven Hill, author of the *Europe's Promise: Why the European Way is the Best Hope in an Insecure Age*, will give his perspective on the "American Way" vs. the "European way"

### 11:00 am - Goodbye Euro? An Analysis of the current Euro Currency

#### 12:45 pm Crises

What started as a debt crisis in Greece in late 2009 has evolved into a broader economic and political crisis in the Eurozone and European Union. Our panel will address major reforms and four of the critical issues, namely public debt, weaknesses in the banking system, recession and high unemployment, and persistent trade imbalances to better understand challenges and opportunities in this important trading and economic region for Utah businesses.

### 1:00 pm - Demographic Changes in the New Europe and its implications

#### 2:00 pm for Utah Businesses

Over the past three decades, Europe's boundaries have opened and its composition expanded—even as its population has become significantly more diverse. A new regulatory framework, including the European Schengen Agreement on Immigration, creates additional opportunities and challenges for the flow of workforce both within and to Europe. How do these changes affect Utah businesses?

### 3:00 pm - European Healthcare and the Impact on Utah Businesses

Healthcare costs are skyrocketing in the United States. Businesses and individuals are concerned about such costs when doing business in Europe. What is the impact of European healthcare on Utah exporting companies? What are the legal and financial ramifications of European healthcare when establishing a subsidiary in the various European countries?



## Thursday, May 9, 2013

### 8:30 am - Energy in Europe – a Blueprint for Utah and the United States?

**10:00 am** Learn what is working and current trends in the energy sector. Through presentations and panel discussion, European & Utah energy experts will compare and contrast the benefits and risks of Utah and Europe's different energy portfolios.

### 10:30 am - How to Enter the New European Market

**12:30 pm** Consuls General and Trade Commissioners from Europe will introduce their respective regions. During the breakout sessions, participants will have an opportunity to have one-on-one meetings and network.

### 12:30 pm - The Evolving U.S. – European Union Transatlantic Trade and

#### 1:30 pm Investment partnership: A Boon or a Bust for Utah Companies?

### 2:00 pm - Utah and European Industry Clusters – Important Updates

**3:00 pm** Consuls General and Trade Commissioners from Europe as well as industry experts will provide relevant updates on how Utah companies in the Health Sciences/IT and Tourism/Outdoor clusters will be affected by the rapid changes in the individual EU countries.

### 6:00 pm - The Utah Europe Reception - A Culinary Journey through

#### 8:30 pm Europe

The annual highlight of Utah-Europe Days. This reception is an opportunity for attendees to immerse themselves in the experience of European culinary delights. Each participant will enjoy food from various European regions. There will be an opportunity to network with all attendees.

To register for these events, visit [business.utah.gov/UTED2013](http://business.utah.gov/UTED2013).

Registration is on a first-come, first-served basis.

For more information, please contact Nate Lambson at [nlambson@utah.gov](mailto:nlambson@utah.gov) or (801) 494-4973.